

# MILITARY OFFICERS ASSOCIATION OF AMERICA

## ALAMO CHAPTER

P.O. Box 340497, Ft Sam Houston, TX 78234  
MINUTES OF BOARD MEETING – Thursday 7 March 2019

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The Meeting was called to order by Board Chair Barbara Ramsey at 11:45am. A quorum was present (min 50%) and acting throughout the meeting.

### **Attendees:**

Board: Col Mac McDonald, Col Barbara Ramsey, Col Frank Rohrbough, LTC Bill Goforth, LTC Jim Finch, LtCol Ed Marvin.

Staff: Col Vaughn Caudill, Col David Patrick, LtCol Kitty Meyers, Maj Jim Cunningham, Trish Meserve.

Invocation by Ed Marvin and Pledge of Allegiance led by Barbara Ramsey.

### **Old Business**

**Minutes:** David Patrick

The minutes from 3 January 2019 were reviewed and will be filed as a matter of chapter record.

### **New Business**

#### **a) Budget & Cost Containment Measures:** Vaughn Caudill

See Appendix A

ACEF gained over \$2500 since Jan 1, and Operations gained over \$11,000. Outflows totaled almost \$15,000. Current deficit is just under \$3,700 and will fluctuate. By mid-year we will have a clearer picture on how the year will end. Lisa Skopal (Advertising Coordinator is working on bringing in more advertising – Generations has signed up for \$4500 deal over 18 mos and prospects in hand are AbovePar, a landscaper and the Holiday Inn. Will need time for the plans to bear fruit but is optimistic it will be OK.

The dues income is skewed by the three-year deal and will have a better representation of it in 2021.

990 Tax forms have been completed and submitted to the IRS. Able to use postcard submission as income was less than \$50,000.

Ed Marvin opined a CD should be looked at for the excess monies in the reserve balances. Bill Goforth advised Credit Human had a flexible CD with 2.35% interest rate. Will be looking at other options for the USAA CD when it matures in August.

Monies received from the Big Give will go into the Alamo Chapter Educational Foundation.

#### **b) Scorecard Review:** David Patrick

See Appendix B

#### **Priority One - Increase and Retain Membership**

1.1 Tracking recruiting opportunities on the Bexar County and JBSA calendar – the challenge is to staff the opportunities.

1.2 Jim Cunningham as chair of JBSA Retirement council will be attending the Volunteer Advisory Council VAC meetings and should be able to be linked up with suitable opportunities.

1.3 Work in progress

1.4 Jim Conner and Jim Cunningham are to be congratulated for establishing a Blue Skies of Texas satellite chapter. January's kick off meeting was very successful and next meeting is April 21 with speaker MG Valenzuela. Now have a solid contact at the ARC of an interested party (Joe & Janet Morgan) to form an ARC satellite chapter. Once 10 prospective members are located then ARC management can be formally approached.

1.5 Awaiting authorization from TCC to use the monies. All requirements have been submitted to both TCC and MOAA national. An introductory letter has been sent by email to all former Austin Chapter members as well as MOAA's prospects in the area. They will be receiving 3 copies of the Lariat (March, April & May) and it will then be re-evaluated.

**Priority Two - Sustain a Positive Long-term Financial Position**

2.1 Participation in the Big Give has been finalized and MOAA Alamo Chapter will be one of 554 nonprofits in the San Antonio area. Our official goal is for \$50,000. Email marketing blasts will be sent out 1 week before, one day before and the day of, plus at the Chapter luncheon held on the same day.

2.2 Working on initiatives for increasing advertising and sponsorships.

**Alamo Chapter Educational Foundation (ACEF)**

Bob Certain has been approached to be the ACEF Board Chair. The ACEF Board will report to the Alamo Chapter Board.

Work plan draft was reviewed, (See Appendic C) and recommendations made. Board needs to select Vice Chair, Secretary and Treasurer.

Jim Cunningham is awaiting an IRS ruling on the tax deductibility status of a 501 (c) 4 and is negatively affects the chapter it may need to reorganize as a 501 (c) 19.

As past president Jim Cunningham is not officially a board member but would be as a representative of a satellite chapter. Ed Marvin made a motion to appoint Jim Cunningham as the BST Satellite representative. Seconded by Frank Rohrbough. Unanimously approved.

Meeting adjourned at 1:24pm.

NEXT BOARD MEETING – June 11<sup>th</sup> 11:45am

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Col David Patrick USAF (Ret) Secretary

## APPENDIX A

### ACEF:

	January	February	March	April	May	June	July	August	September	Oct	Nov	Dec	YTD	2019 Budget	Variance
<b>INCOME</b>	2,035.00	527.00											2,562.00	\$ 4,000.00	(1,438.00)
Donations															
The Big Give															
Other													-		-
Golf Tournament													-		-
In													-		-
Out													-		-
Sub Total Golf	-	-	-	-	-	-	-	-	-	-	-	-	-	\$ 15,000.00	(15,000.00)
<b>TOTAL INCOME</b>	2,035.00	527.00	-	-	-	-	-	-	-	-	-	-	2,562.00	\$ 19,000.00	(16,438.00)
Austin Scholarship	1,575.11														
<b>OUTFLOWS</b>															
Other															
Big Give Admin Fee	200.00												200.00	\$ -	200.00
Charity															
Warrior & Family Support Ctr													-	\$ 7,500.00	(7,500.00)
MOAA Heritage													-	\$ 125.00	(125.00)
Undesignated Charities													-	\$ 100.00	(100.00)
Total	200.00	-	-	-	-	-	-	-	-	-	-	-	200.00	\$ 7,725.00	(7,525.00)
Scholarships															
Col Torrey													-	\$ 500.00	(500.00)
Gen Herring (JROTC)													-	\$ 500.00	(500.00)
Col McCarthy (JROTC)													-	\$ 500.00	(500.00)
Chapter (Jim & Cheryl Cunningham)													-	\$ 500.00	(500.00)
ROTC Navy UT Austin													-	\$ 500.00	(500.00)
ROTC Army UT Austin													-	\$ 500.00	(500.00)
ROTC Army Texas State													-	\$ 500.00	(500.00)
ROTC UT RGV													-	\$ 1,000.00	(1,000.00)
ROTC Army Texas A&M Corpus Christi													-	\$ 1,000.00	(1,000.00)
ROTC Army Texas A&M Kingsville													-	\$ 1,000.00	(1,000.00)
ROTC Army St Mary's													-	\$ 1,000.00	(1,000.00)
ROTC Army UTSA													-	\$ 1,000.00	(1,000.00)
ROTC Air Force UT Austin													-	\$ 500.00	(500.00)
ROTC Air Force Texas State													-	\$ 500.00	(500.00)
ROTC Air Force UTSA													-	\$ 1,000.00	(1,000.00)
ROTC Air Force UTSA (Ed & Ruby Marvin)													-	\$ 1,000.00	(1,000.00)
Total	-	-	-	-	-	-	-	-	-	-	-	-	-	\$ 11,500.00	(11,500.00)
<b>TOTAL OUTFLOW</b>	200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200.00	\$ 19,225.00	(19,025.00)
Decrease/Increase	1,835.00	527.00	-	-	-	-	-	-	-	-	-	-	2,362.00	\$ (225.00)	2,587.00

### Inflows:

	January	February	March	April	May	June	July	August	September	Oct	Nov	Dec	YTD	2019 Budget	Variance
<b>Membership Dues</b>															
MOAA National		2,040.00											\$2,040.00	\$ 2,000	\$40.00
Austin Chapter													\$0.00	\$ -	\$0.00
New Surv Sp													\$0.00	\$ -	\$0.00
New Retired													\$0.00	\$ -	\$0.00
New Active Duty													\$0.00	\$ -	\$0.00
New Former		60.00											\$60.00	\$ -	\$60.00
Renewal Surv Sp	270.00	140.00											\$410.00	\$ 1,000	-\$590.00
Renewal Retired	1,060.00	420.00											\$1,480.00	\$ 11,000	-\$9,520.00
Renewal Active Duty		20.00											\$20.00	\$ 250	-\$230.00
Renewal Former													\$0.00	\$ 250	-\$250.00
Total	\$ 1,330.00	\$ 2,680.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$4,010.00	\$ 14,500	-\$10,490.00
<b>Non-Dues Revenue</b>															
Golf Tournament													\$0.00	\$ 4,000	-\$4,000.00
Merchandise (Coins/Shirts)	60.00												\$60.00	\$ 3,000	-\$2,940.00
Advertising Lariat	1,620.00												\$1,620.00	\$ 10,000	-\$8,380.00
ROTC Medals													\$0.00	\$ 1,000	\$1,000.00
Corporate Partnership		100.00											\$100.00	\$ 1,500	-\$1,400.00
Donations to Chapter	550.00	670.00											\$1,220.00	\$ 2,500	-\$1,280.00
Donations to Outreach	527.00	1,140.00											\$1,667.00	\$ 4,000	-\$2,333.00
Social Events	1,960.00	662.00											\$2,622.00	\$ 14,000	-\$11,378.00
Total	\$ 4,717.00	\$ 2,572.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$7,289.00	\$ 40,000	-\$32,711.00
<b>TOTAL INCOME</b>	\$6,047.00	\$5,252.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$11,299.00	\$ 54,500	-\$43,201.00

### Outflows:

Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD	2019 Budget	Variance
Copier Mntn Agreement													-	\$ 525	525.00
Square Service Fee	26.62	24.82											51.44	\$ 500	448.56
PayPal Service Fee	36.10	7.29											43.39	\$ 450	406.61
D&O Insurance													-	\$ 750	750.00
Dues & Subscription	827.00	451.20											1,278.20	\$ 1,400	121.80
GT Contractor Incentive													-	\$ 1,000	1,000.00
Independent Contr	1,580.00	1,580.00											3,160.00	\$ 19,460	16,300.00
Lariat Postage	1,000.00												1,000.00	\$ 2,000	1,000.00
Lariat Printing	454.02	456.68											910.70	\$ 5,000	4,089.30
Liability Insurance		425.00											425.00	\$ 500	75.00
Marketing		200.00											200.00	\$ 150	(50.00)
Merchandise (Coins/Shirts)	2,227.34												2,227.34	\$ 2,500	272.66
Office	622.78	19.79											642.57	\$ 2,500	1,857.43
Postage & Delivery	251.75												251.75	\$ 2,000	1,748.25
ROTC													-	\$ 1,000	1,000.00
ROTC Medals													-	\$ 1,000	1,000.00
Social Events	1,918.70												1,918.70	\$ 14,000	12,081.30
Solitaires													-	\$ 75	75.00
Special Activities													-	\$ 600	600.00
Telephone	157.15	144.76											301.91	\$ 1,800	1,498.09
Trans To Outreach	2,035.00	527.00											2,562.00	\$ 4,000	1,438.00
Volunteer Recogn													-	\$ 100	100.00
<b>TOTAL OUTFLOWS</b>	11,136.46	3,836.54	-	-	-	-	-	-	-	-	-	-	14,973.00	\$ 61,310	46,337.00
<b>Surplus/(Deficit)</b>	(5,089.46)	1,415.46	-	-	-	-	-	-	-	-	-	-	(3,674.00)	(6,810.00)	3,136.00

### Reserve Balances:

[illegible]

APPENDIX B  
Scorecard

**PRIORITY 1: Increase and Retain Membership**

*Goal: By Dec 31, 2019 grow Chapter membership to 1500.*

<b>Action Items/Steps</b>	<b>Lead Person(s)</b>	<b>Status</b>
<b>1.1</b> Formalize all recruitment opportunities, i.e., newcomers' orientations, transition assistant programs (TAP), executive transition assistant programs (ETAP), retiree days, etc. into a quarterly calendar so staff/chapter members can signup to help staff the display table.	Cunningham & Staff	
<b>1.2</b> "Find a cause" that we can support on base, i.e., army emergency relief, etc. so we can use as opportunities to help raise funds for the cause while giving exposure to MOAA-AC and signing up new members.	Cunningham	
<b>1.3</b> Review and improve the "new member on-boarding process" and associated emails, mail correspondence, etc, to insure it is efficient, user friendly and compels new members to join and renew.	Estrada & Meserve	
<b>1.4</b> Focus on the Army Residence Community (ARC) for more members <ul style="list-style-type: none"> <li>• Form a Satellite Chapter at the ARC</li> <li>• Have an ARC staff member on our Chapter leadership team/staff</li> </ul>	Meyers & Patrick	
<b>1.5</b> Target former Austin Chapter members <ul style="list-style-type: none"> <li>• Send an introductory letter to all and include them in all our electronic communications, i.e., <i>Lariat</i>, luncheon/event emails, etc.</li> <li>• Resolve the final disposition of the \$2441.68 of funds given to the Alamo Chapter (by the Austin Chapter executive leadership) in</li> </ul>	Meyers & Cunningham	

April & June 2018 upon the dissolution of the Austin Chapter.		
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## **PRIORITY 2: Sustain a Positive Long-term Financial Position**

*Goal: Sustain the budget and financials so expenses do not exceed income at the end of any year.*

<b>Action Items/Steps</b>	<b>Lead Person(s)</b>	<b>Status</b>
<b>2.1</b> Increase donations for Chapter scholarships and operations <ul style="list-style-type: none"> <li>• Participate in the “Big Give” scheduled March 28, 2019 and the “Giving Tuesday” scheduled Dec 3, 2019 for donations to the 501(c)3 MOAA-AC Educational Foundation</li> <li>• Develop more compelling touchpoint solicitations throughout the year for donations from members to Chapter 501(c)4 operations</li> </ul>	Skopal & Estrada	
<b>2.2</b> Meet or exceed the Non- Dues Revenue budget for <i>Lariat</i> advertising and Corporate Sponsors. <ul style="list-style-type: none"> <li>• <i>Lariat</i> &gt; \$10,000</li> <li>• Corporate Sponsors &gt; \$1,500</li> </ul>	Skopal & Staff	

APPENDIX C  
Work Plan Draft

Task	Responsible Person
Form Foundation Application to Membership Select/ appoint Chair	
Develop Marketing plan and Strategy for donations	
Plan corporate visits	
Develop feedback loop for Scholarship recipients, provide to corporate marketing team	
Develop vendor relationship with exposure to membership,	
Prepare tax forms to CFO	
Recognition of Scholarship recipients at MOAA-AC event	
Invite donors to recognition ceremony	